ADVERTISING

The advertising curriculum is designed to provide a foundation for problem-solving, strategic thinking, and persuasion techniques that drive audience-centered marketplace communications. Skills attained can be applied to the advertising industry, to entrepreneurship, and to health marketing, among others. Learning outcomes prepare students for the challenges of culturally diverse and technologically changing marketplaces.

About this Program

• College: Journalism and Communications
• Degree: Bachelor of Science in Advertising
• Credits for Degree: 124
• Specializations: Advertising Agency | Persuasive Messaging
• Additional Information

To graduate with this major, students must complete all university, college, and major requirements.

The major enables students to develop the analytical and communication skills necessary for effective advertising. Students will learn marketing and advertising principles and perspectives for understanding and communicating with selected audiences. They also will understand the campaign planning process, integration of the promotion mix and researching.

The emphasis is on the analysis of information to identify advertising and marketing communications challenges and strategic insights into consumer behavior, using tools and technologies and applying problem-solving skills to formulate recommendations and to develop creative executions and media plans.

Before Graduating Students Must

• Achieve a passing score of 70% on your student portfolio, which will be evaluated by two faculty members as part of ADV 4800, the major’s capstone course.
• Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major Will Learn to

Student Learning Outcomes (SLOs)

Content
1. Describe the role of advertising in a free market system.
2. Recognize and discuss the legal and social responsibilities of advertising.

Critical Thinking
3. Identify and compare media, research and consumer information and critically analyze their implications for advertising.
4. Compare and recommend media to best reach a target audience.

Communication
5. Develop an advertising/marketing communications plan.
6. Conceptualize and create persuasive messages for a variety of media.
7. Work cooperatively and efficiently in a team environment.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

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Assessment Types

• Exams
• Oral presentations